

AFC WIMBLEDON

FAN ENGAGEMENT PLAN

2024/25



“AFC Wimbledon is a fan-owned club with the interests of our fans at the centre of what we do. It’s in our DNA, and has been since reforming under fan ownership in 2002.

It’s thanks to our fan ownership that we have a club, we won back our football league place and we returned home to Plough Lane.”

FAN ENGAGEMENT PLAN 24/25

AFC Wimbledon is a fan-owned club with the interests of our fans at the centre of what we do. It's in our DNA, and has been since reforming under fan ownership in 2002. Without us, we wouldn't have a club, playing in the EFL, and we wouldn't have returned to Plough Lane.

Wimbledon fans don't just turn up in our numbers every week, home and away. We also volunteer for the club itself on matchdays and non-matchdays, providing much-needed expertise and support that would otherwise cost us. We also do it for the three charities that are part of the AFC Wimbledon family - the AFC Wimbledon Foundation, Dons Local Action Group, and Wimbledon in Sporting History.

This means that when we engage, we do it from first principles.

All of our major, strategic decisions are subject to proper consultation and oversight from a membership made up of over 4,000 fans. This means that we meet and surpass requirements on involving fans in major changes to our patrimony (badge, colours, stadium). As owners, we provide regular opportunities for members to ask questions and provide input, through meetings, surveys, and other events.

Day-to-day, our brilliant and hard-working staff team and club management ensure that everything possible is done to make fan experience the best it can be, and use this connection with the fans to drive improvements to matchday & non-matchday experience.

Throughout the year, the club hosts regular forums and events where senior management of the club and directors of AFCW PLC (the club board) are present. It also issues surveys and undertakes one-off consultations on various issues.

At AFC Wimbledon, we are driven by some simple values: togetherness, resilience, constant improvement, and accountability. We want to create a culture and environment where everyone – fans, players, volunteers, and staff - can realise our potential.

We aim to engage with our supporters in meaningful ways to provide us with unique and memorable experiences that go beyond matchdays, therefore creating a welcoming and inclusive environment where all fans feel valued and heard.

As a measure of our success, we regularly ask for feedback, via surveys, from our supporters, and this has resulted in positive changes to what we offer on matchdays and club events.

Our welcome also extends to fans of visiting clubs, many of whom have shown us such kindness and support over the years, often playing critical roles in our achievements. Although away fans sit in a different part of the stadium, hoping for a different result on a matchday, AFC Wimbledon recognises the commitment of all fans in the growth and success of our respective clubs. We are proud to work with other clubs and our supporters, united in a common goal for the good of football as a whole.

By working together with our fans, we are confident that we can create an FEP that not only meets the expectations of supporters but exceeds them.

We will be making every effort to build on all of this during the 2024/25 season.

Come on you Dons!

The Dons Trust Board

COMMITMENT TO REGULATION 128

AFC Wimbledon fully complies with EFL Regulation 128 and its requirements regarding Supporter Engagement.

Regular communication with supporters is important, and we will continue to do this through various official channels, including our website, social media, newsletters and emails, in-person fans forums and events, and PA announcements on matchdays. We also have a matchday SLO team of fans, supported by the club.

As part of how we're owned, we are fully committed to consultation with our fanbase as regards to any matter linked to our name, badge, stadium location, ownership, plus other areas of our history.

Indeed, our fans have the final, unequivocal say on these matters, most recently demonstrated in 2015 in a series of votes to move back home to Plough Lane.

We are always seeking to improve with the opportunities that we provide for fans to be involved, particularly through the club events we host every year, which include Meet the Manager and access to open training sessions for young and old.

Directors of AFCW PLC (the club board), senior staff & Dons Trust board members are also available on matchdays to discuss important matters with supporters, and they are also contactable via email.

At AFC Wimbledon, consulting and engaging with our fanbase is part of our DNA.

We are testament to a distinct culture that has achieved so much already, and which we are sure will do so in the future.

FAN ENGAGEMENT APPROACH

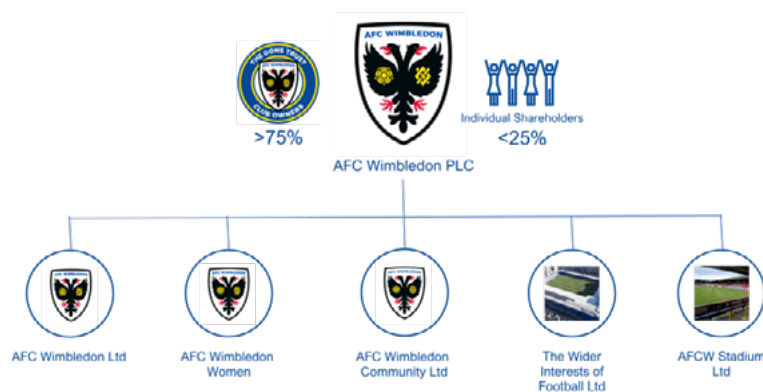
AFC Wimbledon is owned by The Dons Trust, a 'supporters' trust', and a society registered under the Cooperative and Community Benefits Society Act 2014.

The Trust's position as owners of the Club is safeguarded in the rules of the Trust and of AFCW PLC. As a result, all significant decisions about the future of the Club must be agreed by its members. From the 2024/2025 season, all adult season ticket holders automatically become members of the trust.

As owners, the trust appoints the majority of directors to AFCW PLC, and also the Chair of the board.

The trust has a minimum of three meetings a year, one Annual General Meeting and two 'Special General Meetings' where the business of the trust is discussed and voted upon. The trust also undertakes formal and detailed consultation and engagement over a number of issues. This includes a process currently underway concerning the management of debt and investment required to develop the stadium and grow the club itself.

The structure of the club is outlined below and on the Dons Trust website www.thedonstrust.org/our-corporate-structure with more information on the [AFC Wimbledon website](#).



In practical terms, as a growing club only a few years into a return to its home, our aim is to continually improve what we do, including our regular dialogue with fans from all backgrounds, ensuring that we use their insights and experiences to improve everything we do, and to ultimately make better decisions.

To achieve that goal, the Club engages supporters in several ways, including through regular open forums with key club officials, focus groups on specific issues, and other ad-hoc events and meetings.

The structure of our engagement activity is set out in the timeline below (Engagement Plan for 2024/25).

We also publish minutes or proceedings from our meetings to ensure all supporters are aware of the activity undertaken. Our SLO, Amanda Bynon, will also provide periodical updates for all our fans on the progress made against our Fan Engagement objectives.

The Dons Trust board and AFC Wimbledon also meet with and discuss issues of importance with other formal and informally organised groups of Wimbledon fans. These include AFC Wimbledon Disabled Supporters Association, Dons For Diversity (LGBTQ+), Her Game Too and Women of Wimbledon Supporters Association.

The Dons Trust 16-24 Advisory Group

A group of young people got involved after the Dons Trust Board (DTB) put out a call for members aged between 16 and 24 to become part of an informal group who could help them to think about how they – and others of their age – promote and talk about fan ownership.

Objectives and aims of the group

- To give young adults a voice
- Provide a pathway from Junior Dons into the Dons Trust
- Improve engagement at meetings and events for young adults
- Grow the number of members within the Dons Trust who are young adults

ENGAGEMENT PLAN FOR 2024/25

The Dons Trust currently has its Annual General Meeting (AGM) and elections planned for December 2024. Two further Special General Meetings (these are the equivalent of General Meetings of an ordinary company) will take place during the calendar year with dates TBC.

The club also has a matchday SLO team which is run by two volunteer supporters, and supported by the club.

MONTH	EVENT
AUGUST 2024	<ul style="list-style-type: none">• Season launch event (fans invited to meet players on August 4th in Wimbledon town centre)• Meet the Manager (Plough Lane)
SEPTEMBER 2024	<ul style="list-style-type: none">• Meet the AFCW PLC board
OCTOBER 2024	<ul style="list-style-type: none">• Dons Trust Special General Meeting (28 October)
NOVEMBER 2024	<ul style="list-style-type: none">• Meet the senior management (min of one in the season)• Dons Trust Special General Meeting (25 November)
DECEMBER 2024	<ul style="list-style-type: none">• Dons Trust Annual General Meeting & elections• Xmas JD event
MAY 2025	<ul style="list-style-type: none">• Meet the AFCW PLC board

COMMITMENT TO HERITAGE ITEMS

Because the Dons Trust owns and controls AFC Wimbledon, Heritage Items are protected under the rules of the Society. This is laid out in Schedule 1 – Restricted Actions.

This schedule means that, amongst other items, special protection exists for the stadium (the sale of the freehold, or any proposed move), the primary colours of the Club (yellow and blue), and the Club and associated subsidiary badges and crests. Changes to these items cannot be made without specific votes of the membership, and with intentionally high thresholds. The rules can be read in full [here](#).

COMMITMENT TO UPDATE FANS

As a club we are committed to providing regular updates to our supporters regarding our fan engagement activity. We want our fans to feel involved in the process, and we therefore commit to listening to feedback and views on any aspect of this plan.

Should there be any changes or updates to the Club's FEP we will communicate these clearly and promptly to fans, explaining the reasons behind the changes and how they align with the Club's objectives. As previously outlined, transparency and accountability are key, so the Club is open to feedback and engagement from fans on the FEP and its progress.

The Club's SLO, Amanda Bynon, will provide regular updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

We welcome any feedback across a range of our established engagement areas, such as our fan forums or surveys.

CLUB CHARTER

AFC Wimbledon's Club Charter is accessible via www.afcwimbledon.co.uk/supporter-information/policies/club-charter and provides supporters with information on areas including equal opportunities, ticketing, away fans, disabled fans and data protection.

CONTACT US

Feedback

We invite feedback from our fans on this FEP - fans can get involved initially by contacting our SLO, [Amanda Bynon](#).

The Club will provide opportunity for feedback, suggestions, and ideas on how together we can improve the fan experience across the multiple areas of engagement detailed across this FEP.

Contact details for all relevant staff are on the [official website](#).